



## SPONSORSHIP OPPORTUNITIES

# WILpower Program 2024

## Turn Excellence Into Success



LWT is a well-recognized organization for women’s professional development dedicated to advancing women in leadership. Women in our programs develop the knowledge, skills, and connections they need to grow professionally and map their own path to career success. LWT is organized as a 501(c)(3) nonprofit and run by volunteers who have participated in LWT programs and know firsthand their transformational power.

### Paving the Way for Emerging Women Leaders

Research has shown that qualified women want to be promoted into more senior levels of responsibility, but often do not receive the necessary coaching and support to take that next big step. This coaching gap causes even well-qualified women to hesitate to volunteer for more visible roles or to go for a promotion. And frequently, when women do signal they are ready for a new role or position, a lack of support or sponsorship from senior leadership can hamper their forward progress.

At LWT, we partner with a broad variety of companies to enroll their promising women leaders in our professional development programs. For some companies, partnering with LWT is their way to engage in meaningful talent development for women without the steep investment and learning curve of creating their own training materials and coursework, sourcing speakers and coaches, and struggling to provide consistent follow-up.

**Affiliation with LWT signals to women and men – and to the larger community of potential employees, recruiters and customers – that your company cares about actively investing in the development and advancement of promising women employees.**

### Become a WILpower Sponsor

You can partner with LWT to help develop your company’s promising women, promote your company’s diversity efforts and support leadership development for women in your business communities. Contact LWT at [sponsors@lwtleadership.org](mailto:sponsors@lwtleadership.org).

*82% of Americans say it's important for women and men to have the same opportunities for career advancement.*

*Just 34% say their current workplace puts a high priority on having women in leadership positions.*

*Source: Women in Leadership: Why it Matters –The Rockefeller Foundation, Global Strategy Group May 2016*



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### WILpower: LWT's Signature Program

WILpower is an annual leadership development and networking program, offered virtually in Pacific and Eastern time zones. Participants in WILpower boost their knowledge and skills through a series of eight monthly, thoughtfully sequenced interactive workshops with expert speakers and coaches. In addition the program includes skill development and networking events along with small discussion groups that reinforce the powerful messages heard in the workshops.

#### Workshop Topics Include:

Building your Leadership Brand  
Projecting Credibility and Confidence  
Sustainable Success  
Leading Change

Leveraging your Leadership  
Competencies  
High Impact Communications  
Negotiate for Success

*In addition to the workshops, which are held online, the program includes a variety of optional events, some of them in person for participants in San Francisco, Palo Alto, Seattle, and New York.*

WILpower participants learn how to effectively highlight their expertise in their day-to-day jobs as well as promote their excellence and gain greater visibility using intangible leadership skills. WILpower helps women build their leadership “toolbox” to:

- Understand how to ensure their ideas and achievements are recognized and appreciated
- Develop ideas about their career path and articulate a vision for their future
- Boost their network of like-minded, high-achieving business professionals
- Develop and strengthen their business and leadership skills



*“When I joined the 2021 WILpower program I was feeling stuck in my career and unsure how to advance to the next level. WILpower helped me realize the constant variable in all the “no’s” I was getting was ME and gave me the tools to rewrite my story so that I could the “yes” I was looking for. The WILpower program gave me the skills that I needed to get to the next level and do some intensive self-work that was holding me back.”*

*Kimberly Bollache, Pfizer*

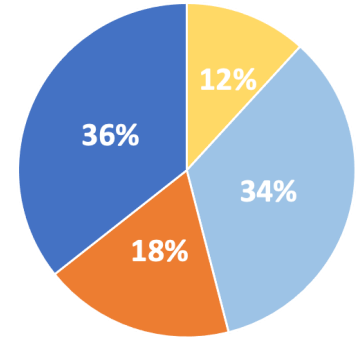


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### Who are our WILpower Participants?

In 2023 we had over 215 participants across our cohorts. The WILpower Program attracts a diverse group of women from a broad range of professions, including lawyers, HR, finance, operations, engineering, technology, sales and marketing. The program is targeted at women with over four years of experience, but the majority of participants have considerably more.



■ 3-5 years ■ 6-10 years ■ 11-15 yrs ■ 16+ years

### A High Return on Your Investment

A comprehensive leadership development program such as WILpower is typically quite expensive. LWT’s objective is to make this program available to as many women as possible by offering it at a rate that is a fraction of the normal cost. LWT can price WILpower at a highly-discounted rate thanks to our all-volunteer Board and our speakers who generously reduce their standard fees to support and partner with the LWT mission.

### Champion Women Across Industries

In addition to obtaining the benefits of sponsorship for you, your employees and clients (if you wish to extend seats to them), your contribution as a sponsor helps support women who come to the program as individual participants.

Our sponsors help pay for scholarships for women who work for non-profit organizations, government agencies, and who are returning to the workforce. Our experience is that women who join us encounter incredible value in the WILpower Program and the LWT mission. Many participants become LWT volunteers in subsequent years to help “pay it forward,” and empower other women to achieve their own leadership potential.

*“I actually paid for it out of pocket. When I looked at the curriculum and I looked at the network and the opportunity, I saw what it meant for me. I didn’t realize how much I would get from it.”*

*Desta Raives, The Aspen Institute*





# WILpower Program 2024

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Gold Sponsors  
\$6,000

6 WILpower Seats



Platinum Sponsors  
\$12,000

12 WILpower Seats

Program Showcase & Celebration \*



Diamond Sponsors  
\$24,000

24 WILpower Seats

Program Showcase & Celebration \*

Exclusive Senior Leader Workshop \*

## WILpower Company Sponsorship Benefits

### REMOTE PROGRAM ACCESS

Because the 2024 workshops will be online, sponsors will have the option to sign up women who do not live in any of the four locations. This gives you the chance to expand the program to promising women in your organization across the globe.

### SPONSOR EARLY REGISTRATION GUARANTEE

If you sign up as a sponsor by November 30, 2023, you can reserve seats in the cohort your participants prefer and we will hold them for your team until January 15, 2024. This includes group billing and custom registration link.

### SOCIAL MEDIA SPOTLIGHTS & RECOGNITION

In addition to logo placement on our website, you'll have the opportunity to share what your organization is doing to promote women in leadership to the LWT network.

### RECOGNITION FOR SUBSIDIZED SEATS

Sponsors give back to women in their communities, and are recognized for keeping the price affordable to women who would otherwise not be able to attend.

### \* PROGRAM SHOWCASE AND EXCLUSIVE WORKSHOP

For our Platinum sponsors, the LWT offers an additional event for the sponsor company that allows participants to showcase their key takeaways and leadership growth. Additionally for our Diamond sponsors we curate a workshop for their senior leaders with access to the LWT Board to work with their extended leadership team.